

**DECLARATION AND POWER OF ATTORNEY FOR PATENT  
APPLICATION**  
**ATTORNEY DOCKET NO.P3956**

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As a below named inventor, I hereby declare that: My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: Target Information Generation and Ad Server

the specification of which (check one)  is attached hereto.

- was filed on:  
 Application Serial No.  
 and was amended on  
(If applicable)

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, s 1.56 (a). In the case that the present application is a continuation-in-part application, I further acknowledge the duty to disclose material information as defined in 37 CFR s 1.56(a) which became available between the filing date of the prior application and the filing date of the present application. I hereby claim foreign priority benefits under Title 35, United States Code s119 of any foreign applications for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

(Number)	(Country)	(Day/Month/Year Filed)
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(Number)	(Country)	(Day/Month/Year Filed)
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I hereby claim the benefit under Title 35, United States Codes, 120 and 119 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, s112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, s156(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

(Application Serial No.): 09/654,320 (Filing Date): 09/01/2000 (Status): pending  
(Application Serial No.): \_\_\_\_\_ (Filing Date): \_\_\_\_\_ (Status): \_\_\_\_\_  
(Application Serial No.): \_\_\_\_\_ (Filing Date): \_\_\_\_\_ (Status): \_\_\_\_\_  
(Application Serial No.): \_\_\_\_\_ (Filing Date): \_\_\_\_\_ (Status): \_\_\_\_\_  
(Application Serial No.): \_\_\_\_\_ (Filing Date): \_\_\_\_\_ (Status): \_\_\_\_\_

POWER OF ATTORNEY. As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.  
(List name and registration number)

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor: Subhash Sankuratripati

1st inventor's signature: \_\_\_\_\_ Dated:

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Full name of 2nd joint inventor, if any: Jaideep Srivastava

2nd inventor's signature: \_\_\_\_\_ Dated:

Residence: 1105 Vasquez Ave., Sunnyvale, CA, 94086 Citizenship: US

Post Office Address: Same

Full name of 3rd joint inventor, if any: Dinesh K. Shanbhag

3rd inventor's signature: \_\_\_\_\_ Dated:

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Post Office Address: Same

Declaration and Power of Attorney- Page 2

U.S. Patent and Trademark Office  
Assignment Disclosure  
Serial No. \_\_\_\_\_  
Filing Date \_\_\_\_\_  
Inventor(s) Name(s) \_\_\_\_\_  
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